

ABSTRACT

The study was motivated by a decrease in the percentage of performance realization compared to the performance target at PT Pegadaian Sukajadi Branch. The results of the pre-study showed that the psychological aspect and organizational support aspect of employee performance were less good category. Other pre-research results identified three out of five factors that affect employee performance in less good category. The three factors in question are job satisfaction, leadership, and organizational culture. The research aims to obtain factual data on the influence of job satisfaction, leadership, and organizational culture on the performance of employees of PT Pegadaian Sukajadi Branch. The research method used was a survey with 50 employees as a sample, and a questionnaire as a data collection tool. The hypothesis test uses regression with significance through the F test and the t test. The results showed that job satisfaction, leadership, and employee performance were in the less good, while organizational culture was in the good category. Simultaneously, there is a positive and significant influence of job satisfaction, leadership, and organizational culture on the performance of employees of PT Pegadaian Sukajadi Branch with a contribution of 59.4%. Partially, there was an influence of leadership on employee performance of 12.40%, followed by the influence of job satisfaction by 22.18%, and the influence of organizational culture by 24.82%. The findings of the research can be used as a consideration and reference for determining technical policies to improve employee performance at PT Pegadaian Sukajadi Branch.

Keywords: *Job satisfaction, Leadership, Organizational culture, Employee performance*

KATA PENGANTAR



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Penyusunan skripsi dilakukan berdasarkan hasil kajian teori dan pengumpulan data penelitian di PT Pegadaian Cabang Sukajadi Bandung. Peneliti menyadari bahwa penulisan skripsi dapat diselesaikan karena kemudahan yang Allah berikan dan juga tidak terlepas dari berbagai pihak yang telah memberikan bimbingan, bantuan, dan dukungan selama perkuliahan, penelitian, penyusunan skripsi hingga sidang akhir.